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109122481-P001X1

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MESSAGE: Response to Office Action Dated April 14, 2004.**OFFICIAL**FROM: ROBERT C. SHADDOX
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CF 574-04

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

OFFICIAL

In re the application of:
Stuart C. Maudlin

Serial No.: 09/450,308

Attorney Docket No.
22481-P001X1

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Filed: November 29, 1999

Art Unit: 3621

MAY 12 2004

Title:
*Method and System for Maximizing
Seller Revenue and Profit*

Examiner: James A. Reagan

To: Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF FACSIMILE TRANSMISSION I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office to the facsimile number specified below on the date indicated below. Fax Number: (703) 305-7687 <u>Jeanne E. Dunn</u> Name (Signature) <u>Jeanne E. Dunn</u> Name (Printed) <u>5/12/04</u> Date

RESPONSE TO APRIL 14, 2004 OFFICE ACTION

This paper is submitted in response April 14, 2004 Office Action ("the Office Action") issued in connection with the above-referenced application. No fee is believed to be due in connection with this submission. However, if any fees are determined to be due in connection with this submission, the Commissioner is authorized to charge Winstead Sechrest & Minick Deposit Account No. 23-2426, referencing matter 22481-P001X1.

RESPONSE

The Office Action imposes a restriction requirement necessitating the election of one of three allegedly distinct species of the invention. In response, the Applicant hereby elects, without traverse, the invention of "Invention I," namely, claims 1, 2, 4, 5, 8, 10, 12, 13, 16, 19, 20, 23, 25, 27, 28, 31, and 33-38. In this regard, cancellation of claims 3, 6, 7, 9, 11, 14, 15, 17, 18, 21, 22, 24, 26, 29, 30, 32, and 39-44 is hereby requested.